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Litter Less Campaing

Step 4

Change of school's consumption culture

The children have succeeded in identifying the products labeling concerning Fair Trade, Organic Products and Recycling. During their visit to the local market not only they were able to distinguish and select for their meal those products but also to advise the owner of the market for their use as well. The meal had an informative character in order for the other students of the school to learn through interactive activities; videos were prepared and games were played in order for the students to distinguish, select those products and try their taste and quality. Having the meal as a starting point, where students had used reuse bags, lunch boxes instead of plastic plates and had recycled most of the produced litter, we changed the culture of school by adopting those manners in our everyday routine while buying or bringing products to school. In addition, we recognized our dependence from parents on consumption therefore we informed our parents through the videos and presentations we made about those products. Moreover, we extended to people of the community to reveal their knowledge and action when buying products and inform them about fair trade, organic and recyclable products. The students compared the volume of litter we produced during the meal with the volume of other meals organized during the year and it was obviously reduced; because of the criteria we set during selection of products, the use of composting and the reuse of some of them for creations related to our learning goals and subjects. Finally in order to include teachers in our campaign we gave them as a gift a reuse bag decorated by the students and bought fair trade, organic and recyclable products for their diet during school time.

The School's Environmental Committee